



INDIAN SCHOOL AL WADI AL KABIR

Class: XI	Department: Commerce
Subject: Marketing	Part B – Subject Specific Skills
A.Y. 2026 - 27	Chapter 3: Segmentation, Targeting and positioning

Qt no.	OBJECTIVE TYPE QUESTIONS
1	According to _____, who is considered the father of market segmentation, segmentation was originally provided as a conceptual alternative to Market Differentiation: A) Philip Kotler B) F W Smith C) William Stanton D) David Kurtz
2	The modern marketing strategy, STP stands for _____ A) Searching, Testing, and Promoting B) Segmentation, Targeting, and Positioning C) Selection, Transformation, and Profitability D) Surveying, Timing, and Pricing
3	Market segmentation is defined as the process of dividing a _____ market into _____ sub-units. A) Homogeneous; Heterogeneous B) Local; Global C) Heterogeneous; Homogeneous D) Saturated; Underdeveloped
4	How does effective market segmentation assist an organization in 'Better Resource Allocation'? A) By ensuring every single consumer in the country is reached by mass media. B) By identifying which customer groups to avoid and which will be the best recipients of resources. C) By reducing the total number of products a company is allowed to manufacture. D) By focusing exclusively on the 'grey market' regardless of the product type.
5	It is a refinement of the family life cycle grouping system, showing different behavioural patterns and aspirations to people as they proceed through life. Identify the term. A. Segacity B. Psychological life cycle C. Age D. Gender
6	In the context of global marketing, Mercedes-Benz maintains the same product quality worldwide but varies its positioning; it is advertised as a "quality" car in Germany, whereas it is positioned as a _____ car in the Indian market.
7	People may buy for the whole year, or for one quarter or one month or one week. In India there are some households who buy 35 or 50 kgs rice for the whole year while some buy only 5 kgs for a month. Identify the category of Behavioural segmentation. A. Willingness to buy B. Frequency of purchase C. Brand loyalty

	D. Usage status
8	A cosmetics company segments its market into budget-conscious students, working professionals, and luxury seekers. • Students receive affordable, multi-use products marketed through social media campaigns. • Professionals get mid-range, long-lasting products promoted via email newsletters highlighting time-saving benefits. • Luxury seekers find high-end, premium skincare items with exclusive in-store events and personalized services. . Each segment's shopping habits, price sensitivity, and desired benefits are addressed. Identify the importance of segmentation discussed above. - Improved customer relations - Perfect-like marketing mix - Better resource allocation - Competitor analysis
9	India's urban population can be divided on the basis of cities – • Tier I (8 cities: 8% India's population), • Tier II (26 cities: 4% of India's population), • Tier III (33 cities: 7% population), and • Tier IV (5094 cities: 11% population). • The rest 70% is the rural population residing in India's 6,38,000 villages across India. The above is an example of _____ bases of segmentation - Geographic segmentation - Behavioural segmentation - Psychographic segmentation - Demographic segmentation
10	Segmenting by income is very popular, especially for cars, luggage, vacations and fashion goods. There may be people belonging to lower class, middle class and high net worth individuals. The above is an example of _____ bases of segmentation - Geographic segmentation - Socioeconomic segmentation - Psychographic segmentation - Demographic segmentation
11	If you happen to be marketing manager in Gujarat Co-operative Milk Marketing Federation Ltd., a producer of number of Amul milk products, how will you classify the following milk products on the basis of Demographic segmentation. - Amul Kool - Amul Calci - Nutramul - Amul Lite Slim & Trim Milk
12	Because Indian households often share personal care products, males who use soaps or shampoos targeted primarily at women are described as _____.
13	Toshiba focused only on laptop computer The above is an example of a brand based on _____ positioning.

	a. Product class b. Product user c. Distribution d. Exclusivity
14	Fast Fashion, a clothing company sells plain white T-shirts. Instead of creating different styles or colours for various groups, they produce just one type of T-shirt. They use the same ads and sell it in all stores to everyone. This way, they reach as many people as possible with one simple product. Fast Fashion has adopted _____ type of targeting. A. Mass marketing strategy B. Large segment strategy C. Adjacent segment strategy D. Multi segment strategy
15	Compaq was the first brand to introduce a “portable” PC. The above is an example of a brand based on _____ positioning. a. Attribute b. Price/ quality c. Completeness d. First mover
	DESCRIPTIVE TYPE QUESTIONS
1	A premium German automobile manufacturer, known for its high-performance sedans, has noticed a rise in high-net-worth individuals in Tier II and Tier III cities in India. While they maintain a 'Quality' positioning in Europe, they are shifting their communication in India to focus on 'Prestige' and 'Social Status' to appeal to successful business owners in these growing hubs. 1.What are the different positioning attributes used in Europe and India. 2. Identify the target customers in both the countries.
2	Nike produces shoes for golfers, tennis players, basketball players, for cricketers, and thus serves many segments relating to sports shoes. Which type of targeting is adopted by Nike?
3	Green Glow Skincare is a cosmetic company that offers vegan skincare products. They cater to people who avoid animal products, providing items like plant-based moisturizers and cruelty-free serums. This specialized focus helps them build strong customer loyalty among vegan consumers. They are not in competition with giant companies like L’Oréal and Maybelline. Which type of targeting is adopted by Green Glow Skincare?
4	A new beverage startup, 'Vigor-Go,' is launching a high-caffeine energy drink. Instead of targeting all soft drink consumers, they are focusing specifically on college students and young professionals aged 18–30 who reside in Tier I cities like Mumbai and Bangalore. Their marketing materials feature high-tech visuals and emphasize a 'fast-paced, always-connected' lifestyle 1. Identify the two primary bases of segmentation 'Vigor-Go' is using. 2. Why is this startup avoiding a 'mass marketing' approach for this product?

5	Tiffany Young, a famous K-Pop idol and band member of Girls Generation was recently roped in as a brand ambassador for a Korean skincare brand Beauty of Joseon. The brand made this decision in order to increase their sales with the help of Tiffany's celebrity status. Identify the bases of Positioning highlighted above.
6	Suppose you are a marketing manager in WK Kellogg Co., a producer of well known breakfast cereals brand – Kelloggs. Using the basis of Personal Demographic Segmentation classify the following cereals - Kelloggs Chocos - Kelloggs Special K - Kelloggs Museli with Fruit and Nuts
7	Millet-Magic, a Bengaluru-based startup, is capitalizing on the Indian government's push for 'Shree Anna' (Millets). While traditional wheat and rice brands focus on the mass market, Millet-Magic specifically focuses on urban health enthusiasts and fitness-conscious professionals aged 25–45. These consumers are willing to pay a premium for gluten-free, high-fiber alternatives to processed grains. The company promotes its products as 'Ancient Grains for Modern Health,' emphasizing that their millets are sourced directly from organic farmers in Karnataka. They use sleek, eco-friendly packaging and sell exclusively through high-end organic stores and premium e-commerce platforms. By doing so, they have created an image of being a superior, health-first brand compared to the generic grains found in local Kirana stores. - Identify the primary basis of segmentation used by Millet-Magic. Justify your answer with evidence from the case. - Evaluate the targeting strategy adopted by the startup (Undifferentiated, Differentiated, Concentrated, or Micro-marketing). - Analyze the positioning base used by Millet-Magic to distinguish itself from generic grain brands.
8	The smartphone market is currently crowded with brands competing on camera quality and processing speed. 'EcoPhone Ltd.' decided to take a different path. They launched the 'Terra-1', a smartphone made from 80% recycled materials with a modular design that allows users to easily replace batteries and screens, thereby reducing electronic waste. Their tagline is "A Phone for the Planet." While competitors are fighting for the 'High-Performance' image, EcoPhone is building an image of 'Sustainability' and 'Responsibility'. This Unique Selling Proposition (USP) has helped them create a distinct place in the minds of environmentally conscious Gen-Z consumers, setting them apart from established tech giants - Define 'Positioning' in the context of EcoPhone Ltd. - Identify the Unique Selling Proposition (USP) used by the company to differentiate its product. - Suggest a 'Positioning Statement' for Terra-1 that reflects its core benefit to the target audience.\